



U.S. Census Bureau's Census Academy

Women-owned Businesses

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U.S. Census Bureau

Objective



Learn about the types of data available from the Census Bureau on Women-owned business.



Learn how to access and obtain statistics for your needs.

[census.gov](https://www.census.gov)

- To obtain an archived copy, visit [census.gov](https://www.census.gov) / Explore Data / Census Academy
- Find stories and free visualizations under 'Library'





Outline

I. About the Census Bureau

II. Data Sources:

- Survey of Business Owners (SBO)
- Annual Survey of Entrepreneurs (ASE)
- Annual Business Survey (ABS)
- 2017 Economic Census (EC)
- American Community Survey (ACS)

III. Accessing our statistics:

- data.census.gov
- Census Business Builder (CBB)

About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of the United States
 - **The American Community Survey** – the ongoing annual survey of the nation's population
 - **The Economic Census** – the official five-year measure of American business
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

Decennial Population
and Housing Census
Every 10 years

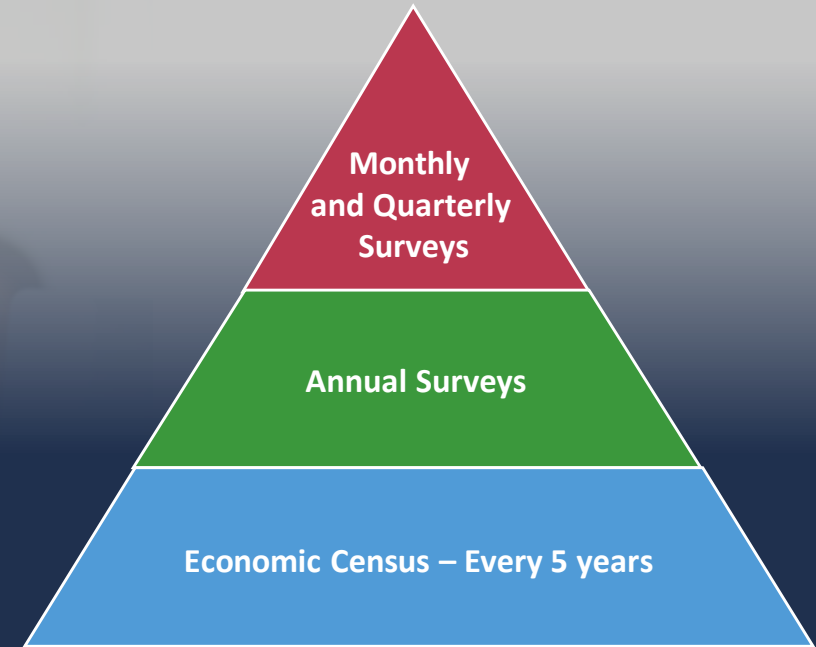
Economic Census
Every 5 years

Census of Governments
Every 5 years

American Community Survey
Annual

Annual Retail Trade
Annual

Plus more than 130
demographic and economic surveys
every year



Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
 - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
 - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
 - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

Key Census Bureau Terms

- NAICS (North American Industry Classification System)
 - Our primary data dimension
- Establishments (vs. Companies, Firms, etc.)
 - Our collection/tabulation level
- Employers (vs. Nonemployers)
 - Most programs only cover employer businesses
 - Nonemployers: self-employed individuals
- U.S. Code Title 13 and 26
 - Protects business privacy and confidentiality



Survey of Business Owners

Survey of Business Owners

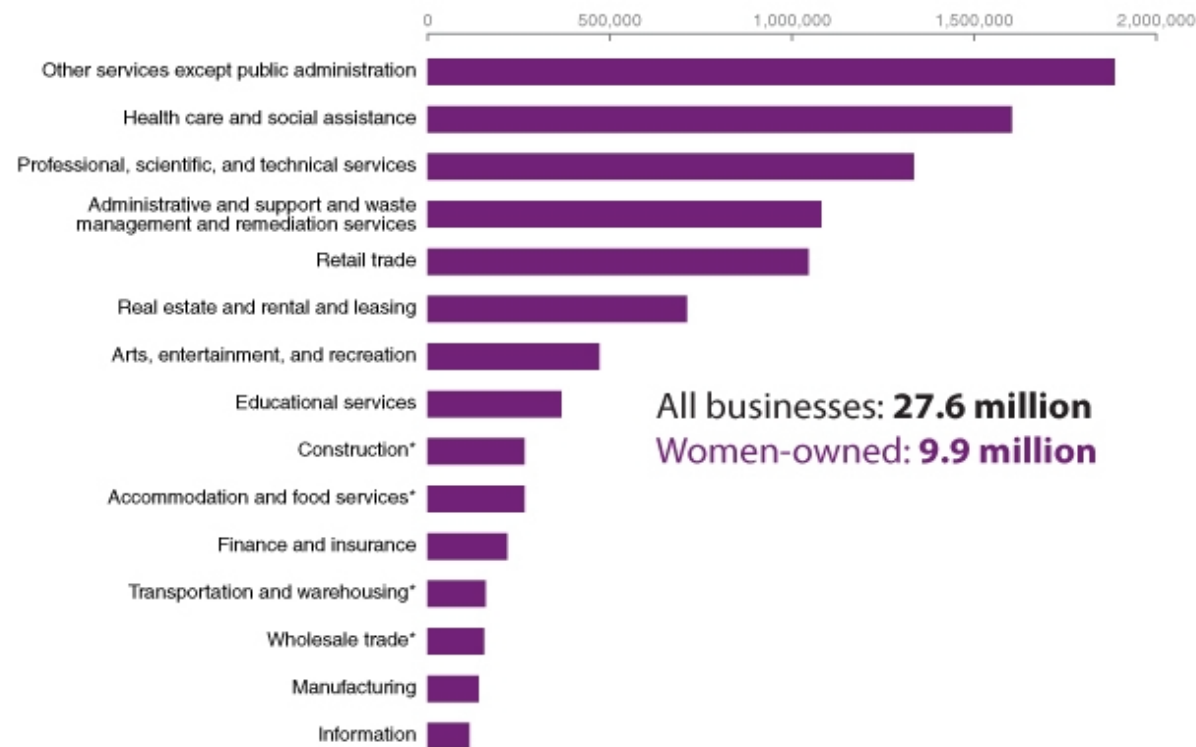
- Frequency – every 5 years in the years ending in “-2” & “-7”
- Includes both Economic and Demographic characteristics
- Business statistics for businesses and business owners by sex, ethnicity, race, and veteran status
- Content covers over 20 NAICS industries at the firm level
- Access to data –
 - data.census.gov
 - <https://www.census.gov/programs-surveys/sbo.html>

Women's History Month 2016

MARCH 16, 2016

Women's History Month 2016

Women-Owned Businesses in the U.S. (Sectors With at Least 100,000)



*The figures for "construction" and "accommodation and food services" are not statistically different from each other nor are the figures for "transportation and warehousing" and "wholesale trade."

Note: "Other services" includes repair and maintenance (automotive, consumer electronics, etc.), personal and laundry services (hair/nail salons, dry cleaning, pet care, etc.)

Female-owned Businesses for the Healthcare & Social Assistance Sector (NAICS 62) by Race or Ethnicity and Type of Business Ownership

		All firms	Sales, Receipt, Value of Shipments
White, female-owned	All firms	966,840	98,883,519
White, female-owned	Family-owned	29,227	10,973,831
White, female-owned	Not family-owned	625,148	59,699,969
Black or African American, female-owned	All firms	431,478	13,274,945
Black or African American, female-owned	Family-owned	3,963	683,912
Black or African American, female-owned	Not family-owned	110,299	5,384,379
Asian, female-owned	All firms	103,606	16,526,952
Asian, female-owned	Family-owned	3,888	1,948,228
Asian, female-owned	Not family-owned	58,352	8,824,514
Hispanic, female-owned	All firms	281,113	10,469,328
Hispanic, female-owned	Family-owned	4,500	995,565
Hispanic, female-owned	Not family-owned	84,659	4,187,142

Source: 2012 Survey of Business Owners

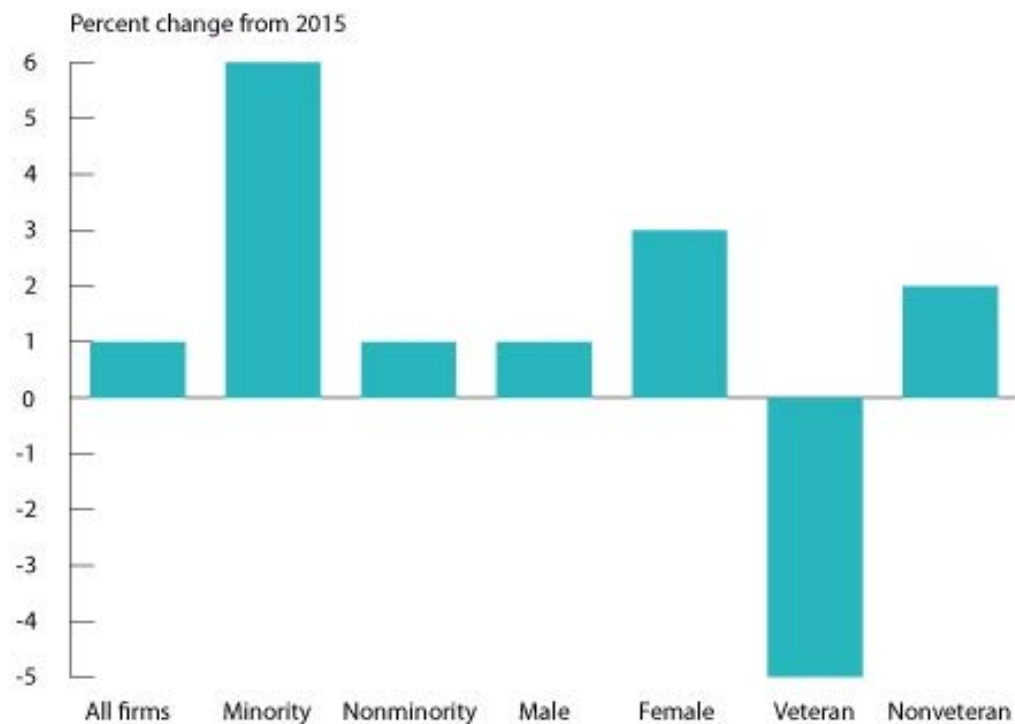
Annual Survey of Entrepreneurs

Annual Survey of Entrepreneurs

- Frequency – annually
- Includes Economic and Demographic characteristics
- Business characteristics of ‘employer’ businesses and business owners by sex, ethnicity, race, and veteran status
- Content covers over 20 NAICS industries with a new module of questions for each survey year.
- Access to data –
 - data.census.gov
 - <https://www.census.gov/programs-surveys/ase.html>



Most Firms Show Gains in 2016



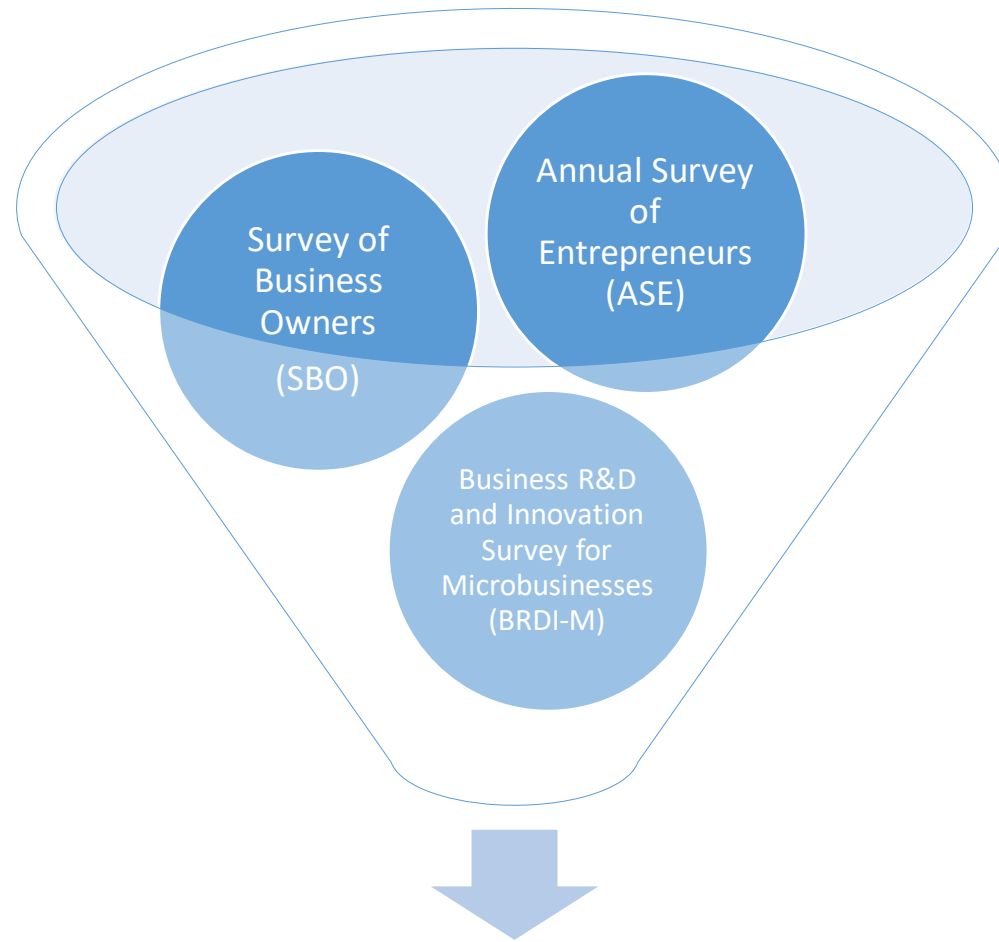


Number of Firms With Paid Employees in the Healthcare & Social Services Sector (NAICS 62) by Class of Customers and Types of Ownership

Type of Ownership:	Customers accounting for 10% or more of total sales of goods/services code	Number of firms with paid employees	Percent number of firms
All firms	All firms	646,042	
All firms	Federal government	37,329	22.8%
All firms	State and local government, including school districts, transportation authorities, etc.	43,862	21.6%
All firms	Other businesses, including distributors of your product(s)	32,888	14.2%
All firms	Other organizations	9,620	7.6%
All firms	Individuals	338,379	73.8%
Female-owned	All firms	186,969	
Female-owned	Federal government	9,728	13.4%
Female-owned	State and local government, including school districts, transportation authorities, etc.	14,570	22.1%
Female-owned	Other businesses, including distributors of your product(s)	8,810	6.5%
Female-owned	Other organizations	2,877	2.2%
Female-owned	Individuals	105,544	79.2%
Male-owned	All firms	328,227	
Male-owned	Federal government	22,238	18.4%
Male-owned	State and local government, including school districts, transportation authorities, etc.	22,973	20.4%
Male-owned	Other businesses, including distributors of your product(s)	19,863	12.9%
Male-owned	Other organizations	5,057	3.2%
Male-owned	Individuals	194,773	76.3%

	<u>Annual Survey of Entrepreneurs</u>	<u>Survey of Business Owners</u>
Publication levels	2 digit NAICS	2 digit through 6 digit NAICS
	U.S., 50 Most Populous MSAs, 50 States and the District of Columbia	U.S., 50 States and the District of Columbia, MSA, CSA, County, Economic Place, and Metropolitan Division
Basis of reporting	All businesses with employees (employer businesses) with receipts of \$1,000 or more	All businesses with employees (employer businesses) and without employees (nonemployer businesses) with receipts of \$1,000 or more
Sample design	Collected annually in non-economic census years	Collected every five years as part of the economic census for years ending in “2” and “7”

Annual Business Survey



Annual Business Survey

Annual Business Survey (ABS)

- Frequency – annually (First release, Spring 2020)
- Includes Economic and Demographic characteristics
- Business characteristics of businesses and business owners by sex, ethnicity, race, and veteran status
- Content incorporate a new set of questions for each survey year
- Access to data –
 - data.census.gov
 - <https://www.census.gov/programs-surveys/abs.html>

Annual Business Survey

Inaugural Estimates

The Annual Business Survey provides annual data on business-owner demographics (e.g., sex, ethnicity, race and veteran status), research and development activity for small businesses, business innovations, and technology usage.

In 2017, there were:

■ **1.1M**

Minority-owned
businesses in the
United States.

■ **1.1M**

Women-owned
businesses in the
United States.

■ **360K**

Hispanic-owned
businesses in the
United States.

■ **360K**

Veteran-owned
businesses in the
United States.

The U.S. Census Bureau has reviewed this data product for unauthorized disclosure of confidential information and has approved the disclosure avoidance practices applied (Approval ID: CBDRB-FY19-ERD-B00024).

Note: The Annual Business Survey (ABS) includes employer businesses only. Additional ABS data are scheduled to be available in December 2019. The ABS is sponsored by the National Center for Science and Engineering Statistics within the National Science Foundation.

NCSES



Economic Census

2017 Economic Census

- NAICS: Nearly every 2- thru 6-digit code covered by the Census Bureau
 - Excludes Agriculture (NAICS 11) and other selected types of business (see https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)
- Geography: National, state, metro and other lower geographies (areas shown vary by sector)
- Other Dimensions: Data by business size (establishment and firm; employment and revenue), Legal Form of Organization, Franchise status, etc.
- Over 200 data variables shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)

**DATA FROM THE
NATION'S BUSINESSES**

+

**STATS ON EVERY INDUSTRY
AND GEOGRAPHY**

=

**ONE VALUABLE RESOURCE
FOR YOUR BUSINESS**

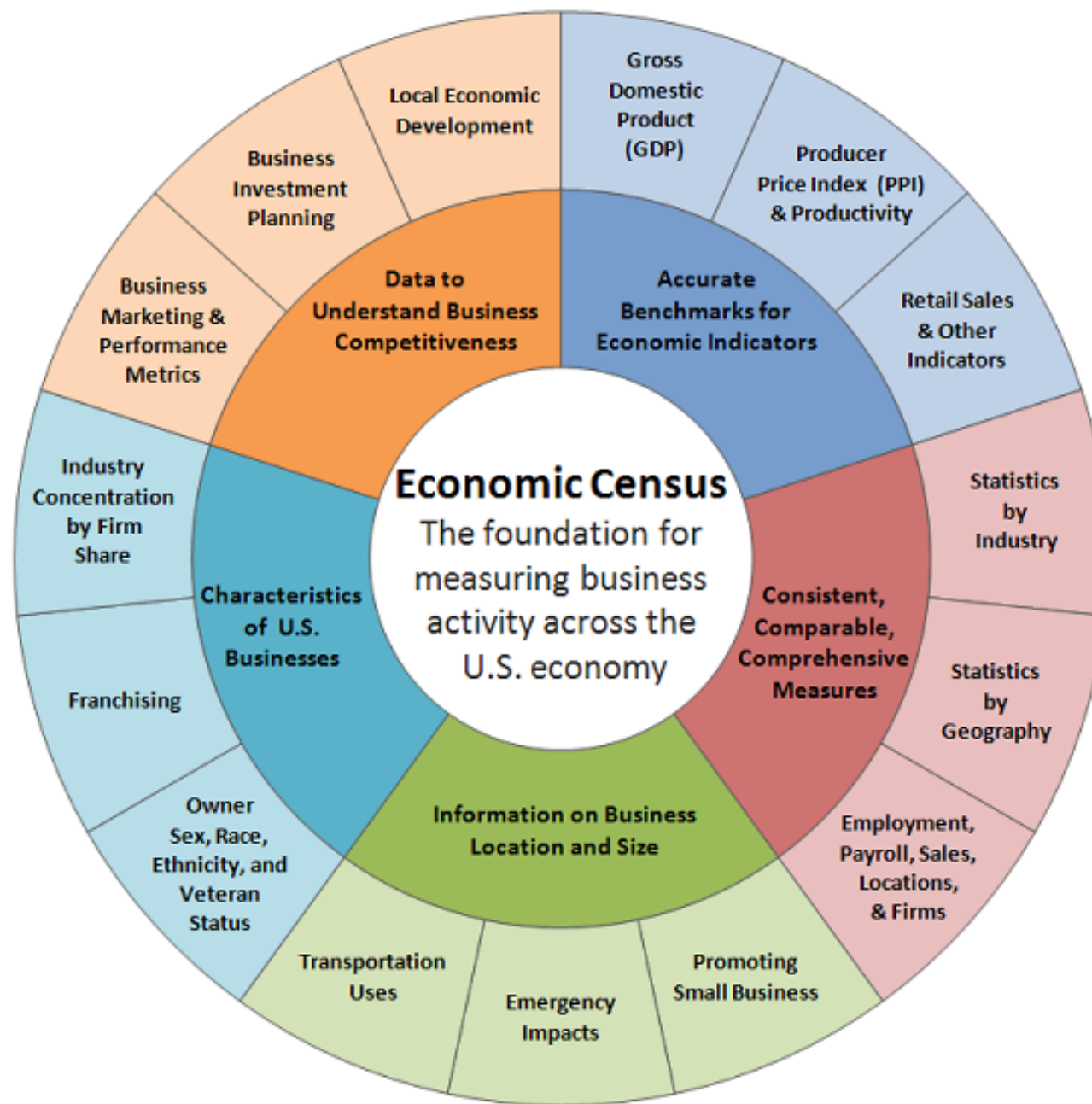
**THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.**
Learn more at [census.gov/EconomicCensus](https://www.census.gov/EconomicCensus)

2017 Economic Census Geography Releases –
Healthcare & Social Assistance Sector for Colorado at the
6-digits NAICS for 'All Establishments'

- **Offices of physicians (except mental health): (NAICS code 621111)**
 - Number of firms = 2,390
 - Number of establishments = 3,036
 - Sales, value of shipments, or revenue (\$1,000) = \$6,095,342
 - Number of employees = 32,564
- **Offices of dentists: (NAICS code 621210)**
 - Number of firms = 2,769
 - Number of establishments = 2,982
 - Sales, value of shipments, or revenue (\$1,000) = \$2,719,020
 - Number of employees = 19,591

(Source: 2017 Economic Census, TableID:
ECNBASIC2017)

Uses of the Economic Census Data





National Level Statistics on the Healthcare & Social Assistance Industry from the 2017 Economic Census

2017 NAICS code	Meaning of NAICS code	Meaning of Tax status code	Year	Number of firms	Number of establishments	Sales, value of shipments, or revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Number of employees
62	Health care and s...	All establishments	2017	651,892	893,325	2,529,984,147	990,229,007	237,881,792	20,610,298
62	Health care and s...	Establishments subje...	2017	587,870	745,477	1,276,701,444	518,814,477	122,830,069	11,195,395
62	Health care and s...	Establishments exem...	2017	65,749	147,848	1,253,282,703	471,414,530	115,051,723	9,414,903
621	Ambulatory healt...	All establishments	2017	486,591	624,560	1,044,330,725	434,760,713	102,399,160	7,639,032
621	Ambulatory healt...	Establishments subje...	2017	479,047	600,406	938,645,031	389,604,155	91,368,972	6,728,239
621	Ambulatory healt...	Establishments exem...	2017	8,570	24,154	105,685,694	45,156,558	11,030,188	910,793
6211	Offices of physici...	All establishments	2017	171,645	223,101	507,603,541	228,201,156	52,736,706	2,675,688
6211	Offices of physici...	Establishments subje...	2017	171,645	223,101	507,603,541	228,201,156	52,736,706	2,675,688
62111	Offices of physici...	All establishments	2017	171,645	223,101	507,603,541	228,201,156	52,736,706	2,675,688
62111	Offices of physici...	Establishments subje...	2017	171,645	223,101	507,603,541	228,201,156	52,736,706	2,675,688
621111	Offices of physici...	All establishments	2017	161,250	212,333	501,731,444	225,638,550	52,150,627	2,633,878
621111	Offices of physici...	Establishments subje...	2017	161,250	212,333	501,731,444	225,638,550	52,150,627	2,633,878
621112	Offices of physici...	All establishments	2017	10,521	10,768	5,872,097	2,562,606	586,079	41,810
621112	Offices of physici...	Establishments subje...	2017	10,521	10,768	5,872,097	2,562,606	586,079	41,810
6212	Offices of dentists	All establishments	2017	125,300	136,414	126,210,111	46,117,112	10,832,319	972,812
6212	Offices of dentists	Establishments subje...	2017	125,300	136,414	126,210,111	46,117,112	10,832,319	972,812

What's New for 2017

- Geographic Areas
- NAICS updates
- NAPCS
- New disclosure rules
- Data.census.gov platform

Presenting...
Your 2017
Economic Census Data!



Found on
data.census.gov

Fun Facts

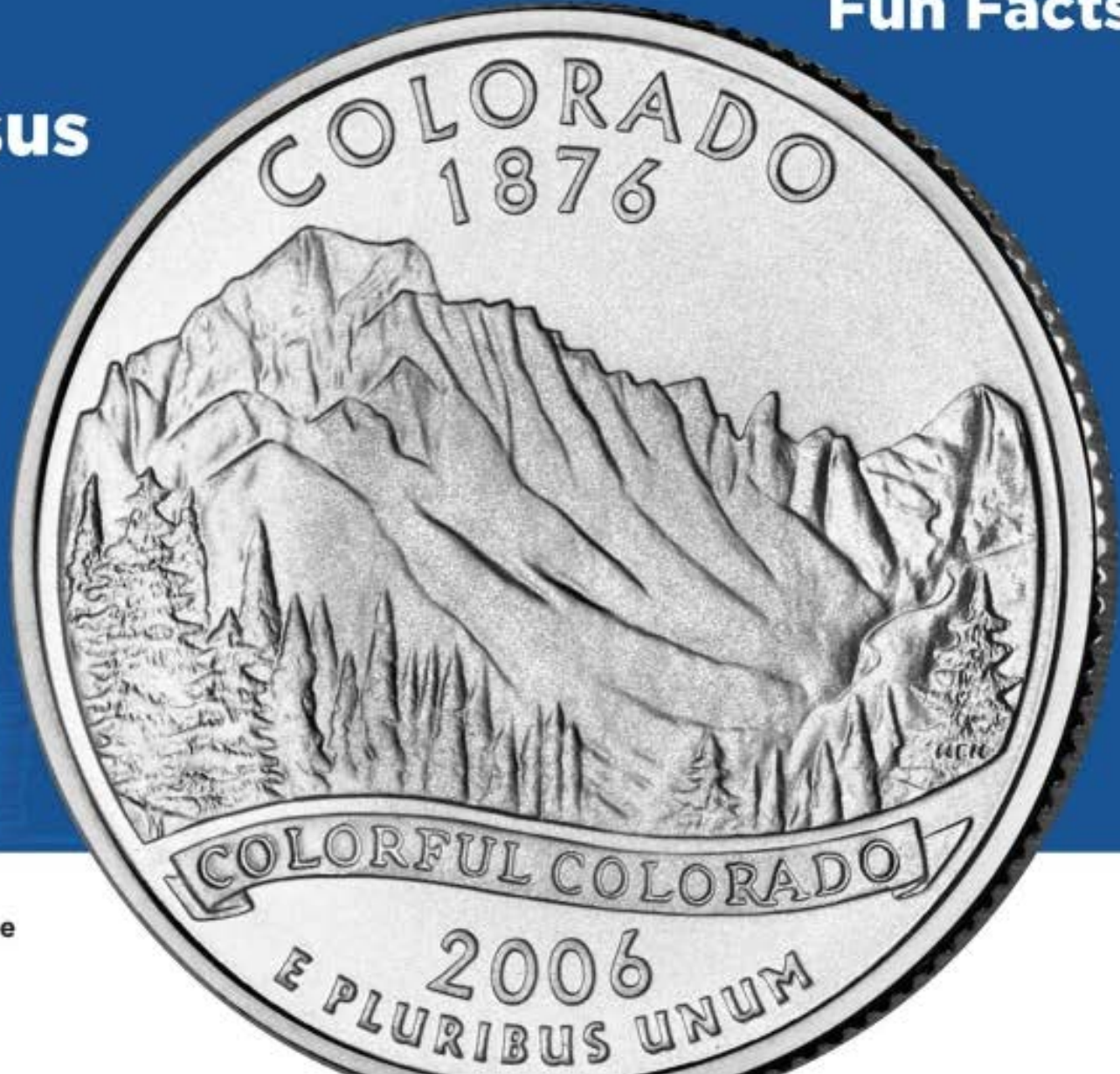
Data just released from the
2017 Economic Census

The 26,404 Professional, Scientific, and Technical Services (NAICS 54) establishments in Colorado reported receipts of \$39.7 billion in 2017.

www.census.gov/economiccensus



U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov





2017 Economic Census Planned Data Product Releases

2017 Economic Census Planned Data Product Releases

Statistics Set	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
	Mining: Geographic Area Statistics	January 2020 - November 2020
Geographic Area Statistics (U.S., States, and Selected Geographies)	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
Product Statistics	Services: Geographic Area Statistics	
	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Statistics: NAPCS x NAICS for the U.S.	

Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Miscellaneous Statistics	Estab & Firm Size Summary Statistics by Legal Form of Organization	
	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

Commodity Flow Survey	Preliminary	December 2018
	GAS, Hazardous Materials, Exports	July 2020
	ASM 2018	April 2020
	ASM 2019	February 2021
	ASM Benchmark	June 2021
Annual Survey of Manufactures	ASM 2020	December 2021
	ASM 2021	December 2022
	American Samoa	January 2020
	CNMI	January 2020
	Guam	January 2020
Island Areas: Geographic Area Statistics	Puerto Rico	December 2020
	US Virgin Islands	January 2020
	American Samoa	January 2020
	CNMI	January 2020
	Guam	January 2020
Island Areas : Subject Statistics	Puerto Rico	December 2020
	US Virgin Islands	January 2020
	American Samoa	January 2020
	CNMI	January 2020
	Guam	January 2020
Island Areas : Product Statistics	Puerto Rico	December 2020
	US Virgin Islands	January 2020
	American Samoa	January 2020
	CNMI	January 2020
	Guam	January 2020
Island Areas : Industry Series	Puerto Rico	December 2020

American Community Survey

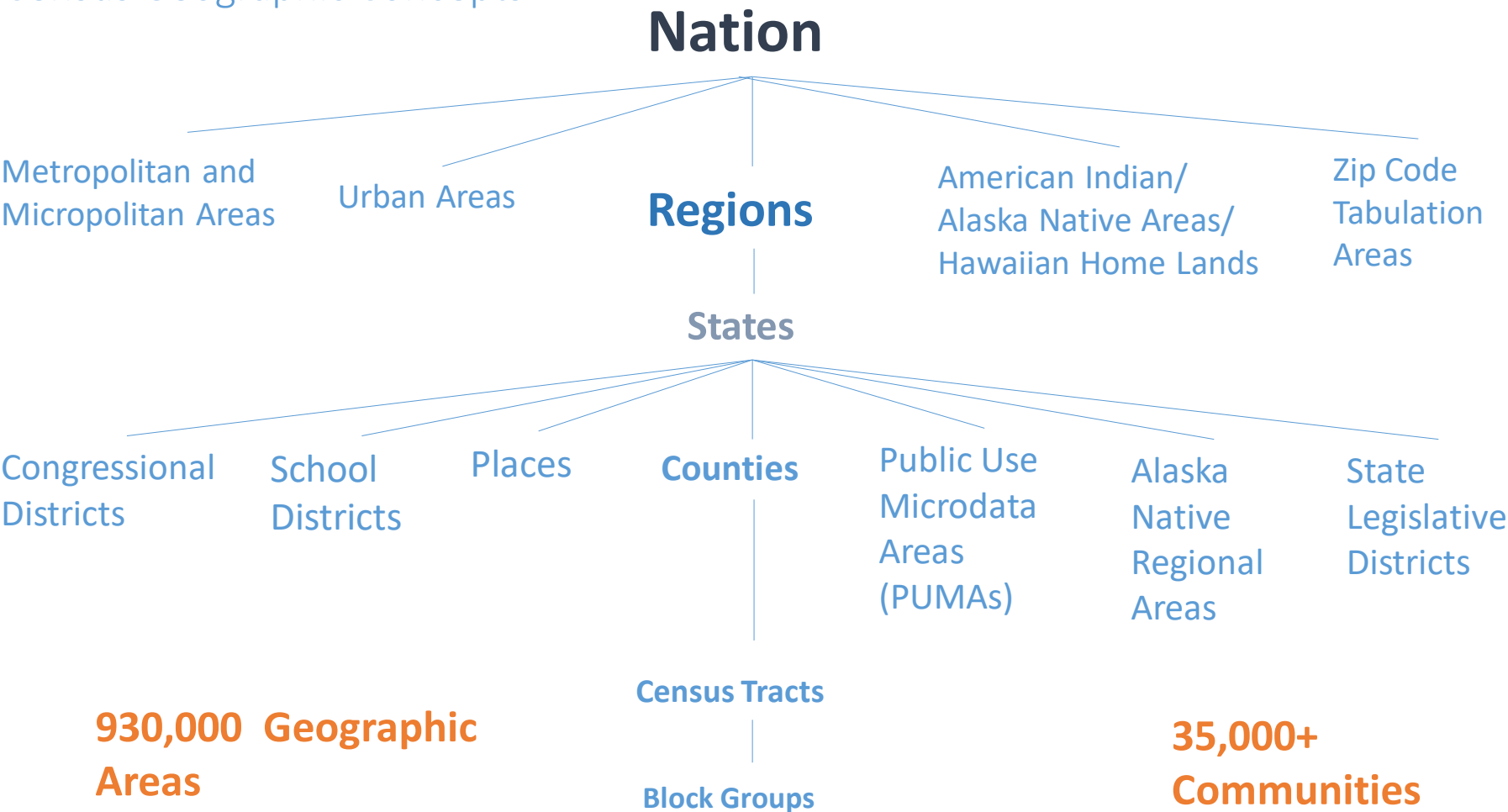
The American Community Survey

Content Overview

POPULATION		HOUSING
SOCIAL Ancestry Citizenship Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	DEMOGRAPHIC Age Hispanic Origin Race Relationship Sex	Computer & Internet Use Costs (Mortgage, Rent, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In
	ECONOMIC Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	

The American Community Survey

Selected Census Geographic Concepts



Census Business Builder

Census Business Builder (CBB)



The *Census Business Builder (CBB)* is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

Version 3.0 [Overview](#) [Instructional Flyers](#) [Webinars](#) [Help & FAQs](#)

Version 3.0



Small Business Edition

(Select to Launch)

Small Business Edition is primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business at a time.



Regional Analyst Edition

(Select to Launch)

Regional Analyst Edition is primarily for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.



Determine the Best Location for Your Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)



or Search for your type of business

 Industry Title, Keyword, or NAICS Code

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

or

 State, County, City/Town, or ZIP Code

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

United States Census Bureau

Change Your Industry

Change Your Location

Select Map Variable

Select Your Filter

Health Care, Home Health Care

Colorado

Total population

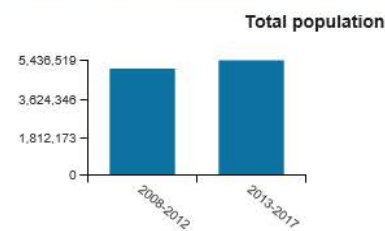
Not Applied

+ State County City/Town ZIP Code Tract



Colorado

5,436,519 (n/a)
Total population (MoE +/-)



Geo hierarchy not presentable

\$65,458 Median household income (\$317)	91.1% Percent high school degree or higher (0.3%)
64.7% Homeownership rate (0.3%)	396 All Employer establishments (Total) (n/a)


Total population

- 6,809,946 - 38,982,847
- 3,896,251 - 6,075,300
- 2,993,941 - 3,118,102

Map Configuration ⓘ

Default Scheme

Quantile Classing Method

 **LOCAL BUSINESS PROFILE**
Home Health Care - Colorado

☐ Display MOEs ☐ Configure Content

CONTENT

#1: Contents

#2: My Potential Customers

#3: Business Summary

#4: Building Permits

#5: Consumer Spending

#6: About Data

Contents

What will I find in this report?

My Customers

The My Customers section provides summarized information about the community of potential customers in the area.

Businesses Like Mine

The Businesses Like Mine section provides summarized information about the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending

The Consumer Spending section provides a high-level overview of the consumer spending in the area.

Business Summary

Sector Code:
6216

Sector Name:
Home Health Care

Sector Description:

Home Health Care - Includes businesses that primarily provide skilled nursing services in the home, as well as personal care services, homemaker and companion services, physical therapy, etc. (NAICS 6216)

Employer Businesses

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2012 thru 2016 County and ZIP Code Business Patterns programs, the 2007 and 2012 Economic Census, and the 2012 Census of Agriculture. (These variables are related to the Industry selected.)

Name	Value	
▶ All Employer establishments (Total)	396	
Total employment of employers	23,801	
Total annual payroll of employers (\$1,000)	\$762,995	
Average employment per employer	60	
Average payroll per employee	\$32,057	

Average employment per employer



Year	Average employment per employer
2012	55
2013	55
2014	55
2015	60
2016	60

Average employment per employer



Category	Average employment per employer
Category 1	60
Category 2	45

data.census.gov

Data.census.gov Search

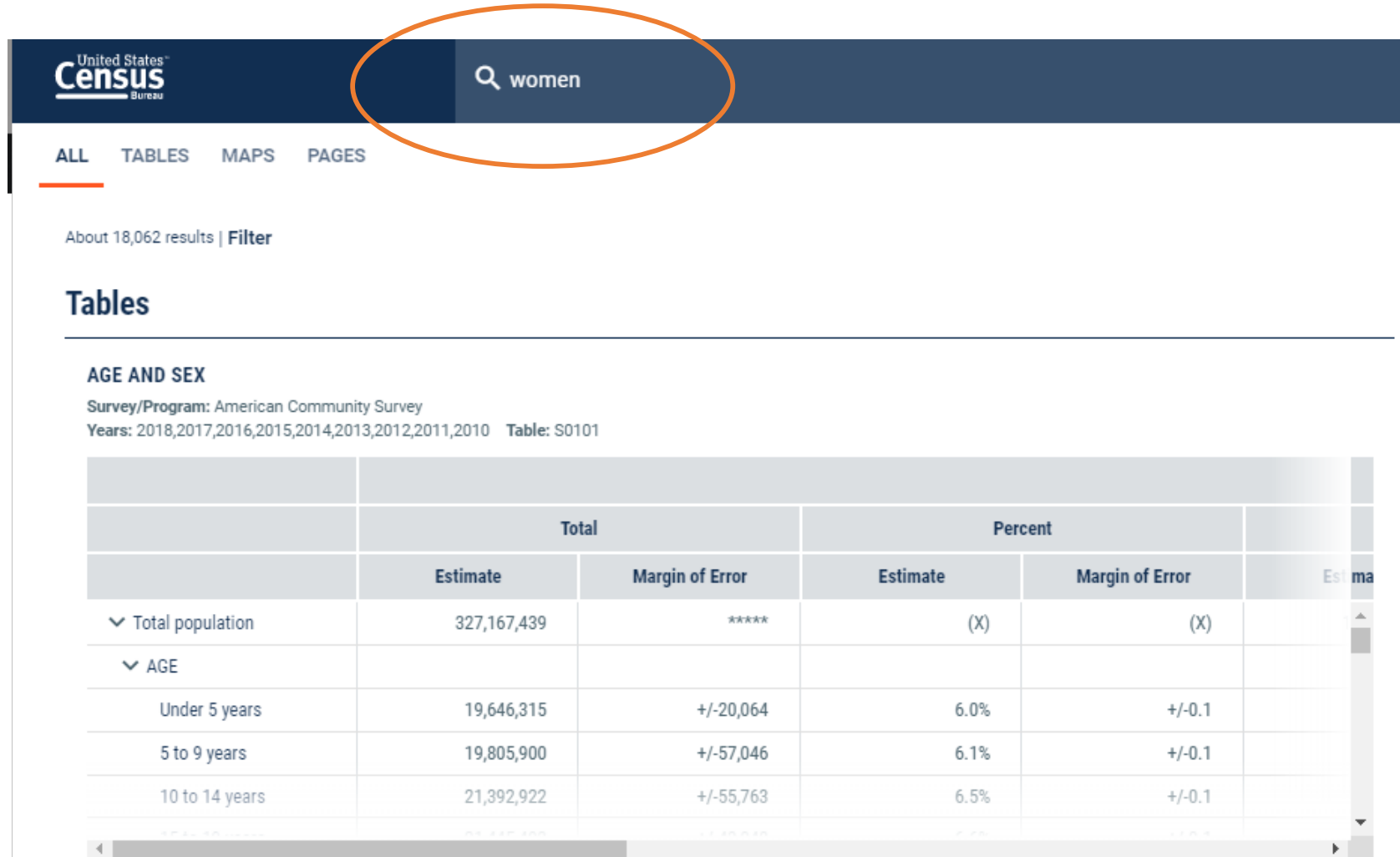


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Search results



United States[®] Census Bureau

Q women

ALL TABLES MAPS PAGES

About 18,062 results | [Filter](#)

Tables

AGE AND SEX
 Survey/Program: American Community Survey
 Years: 2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S0101

	Total		Percent		
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate
▼ Total population	327,167,439	*****	(X)	(X)	
▼ AGE					
Under 5 years	19,646,315	+/-20,064	6.0%	+/-0.1	
5 to 9 years	19,805,900	+/-57,046	6.1%	+/-0.1	
10 to 14 years	21,392,922	+/-55,763	6.5%	+/-0.1	

Tables

AGE AND SEX

Survey/Program: American Community Survey

Years: 2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S0101

	Total		Percent		Male	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
▼ Total population	327,167,439	*****	(X)	(X)	161,118,151	+/-
▼ AGE						
Under 5 years	19,646,315	+/-20,064	6.0%	+/-0.1	10,047,966	+/-
5 to 9 years	19,805,900	+/-57,046	6.1%	+/-0.1	10,095,699	+/-
10 to 14 years	21,392,922	+/-55,763	6.5%	+/-0.1	11,000,943	+/-

ACS DEMOGRAPHIC AND HOUSING ESTIMATES

Survey/Program: American Community Survey

Years: 2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: DP05

MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2018 INFLATION-ADJUSTED DOLLARS) OF WORKERS BY SEX AND WOMEN'S EARNINGS AS A PERCENTAGE OF MEN'S EARNINGS BY SELECTED CHARACTERISTICS

Survey/Program: American Community Survey

Years: 2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S2002

[VIEW ALL TABLES \(2442\)](#)

MORE RESULTS



Maps

AGE AND SEX

Survey/Program: American Community Survey

Years: 2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S0101

ACS DEMOGRAPHIC AND HOUSING ESTIMATES

Survey/Program: American Community Survey

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MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2018 INFLATION-ADJUSTED DOLLARS) OF WORKERS BY SEX AND WOMEN'S EARNINGS AS A PERCENTAGE OF MEN'S EARNINGS BY SELECTED CHARACTERISTICS

Survey/Program: American Community Survey

Years: 2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S2002

[VIEW ALL MAPS \(2442\)](#)

Pages

Payday, Poverty, and Women

Between 2017 and 2018, women working full-time, year-round experienced a significant...significant gain in median earnings but more women than men live in poverty....Payday, Poverty, and Women Payday, Poverty, and Women Income and Poverty Payday...Poverty, and Women Income and Poverty Pay is Up. Poverty is Down. How Women are Making

Memorial Day: May 27, 2019

Day, honors over 1 million men and women who have died in military service since...Memorial Day honors over 1 million men and women who have died in military service since...Department of Defense to honor our men and women who have served in the U.S. armed forces

Men & Women, Money & Work

...earnings differences between men and women workers by occupation....Interactive Gallery > Men & Women, Money & Work Men & Women, Money & Work Skip Navigation...to Census Interactive Gallery Men & Women, Money & Work May 29, 2019 Related

Feedback
cl.feedback@census.gov

[VIEW ALL PAGES \(13178\)](#)

The American Community Survey

Continue the Conversation



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<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



Social media: @uscensusbureau



More information online:
<https://www.census.gov/acs>



acso.users.support@census.gov



Census Customer Service Center
800-923-8282



Source Us:
*U.S. Census Bureau's [YYYY – YYYY] American
Community Survey
[1/3/5]-year [estimates/statistics/data release]*

Q & A and Thank You!

Contact Information:

Lynda Lee

301-763-3044

lynda.lee@census.gov

For detailed questions concerning the 2020 Decennial, contact:

301-763-INFO or 800-923-8282

To schedule additional training with a Census Data Dissemination

Specialist in your area, please call **844-Ask-Data**

Or email us at: **census.askdata@census.gov**



Reference Materials

North American Industry Classification System (NAICS)

www.census.gov/eos/www/naics

- A hierarchical classification system that groups establishments into industries based on the business activities in which they are primarily engaged.
- A comprehensive system covering the entire field of business activities.
- Used to collect, tabulate, analyze, and disseminate statistics.
- A common language used among the United States, Canadian, and Mexican statistical agencies
- Updated every five years



NAICS Hierarchy

Level	Code	Description
Sector	51	Information
Subsector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations

